

**IN THE CLAIMS:**

1. (Currently Amended) A system for distributing and displaying advertising in theatres, comprising:

an advertising server having a database of advertisements;

a plurality of geographically distributed displays, associated with a corresponding plurality of theatres and coupled via a network to said advertising server, each of said geographically distributed displays having an associated local storage unit that locally stores said selected ones of said advertisements; and

a distribution controller, associated with said advertising server, that causes selected ones of said advertisements to be communicated from said advertising server via said network and displayed in said theatres on said plurality of displays.

2. (Original) The system as recited in Claim 1 wherein said plurality of displays include video projectors adapted to display advertisements on corresponding movie screens of said theatres.

3. (Original) The system as recited in Claim 1 wherein said plurality of displays include video monitors adapted to display advertisements in common areas of said theatres.

4. (Original) The system as recited in Claim 1 wherein said advertisements are selected from the group consisting of:

static,

picture-in-picture,  
audio,  
animation,  
multi-segment, and  
full-motion video clips.

5. (Canceled)

6. (Original) The system as recited in Claim 1 wherein said distribution controller comprises a reporting module that maintains a distribution history for said selected ones of said advertisements.

7. (Original) The system as recited in Claim 1 wherein said distribution controller comprises a copy module that allows remote advertisers to provide new advertisements to said database.

8. (Currently Amended) A method of distributing and displaying advertising in theatres, comprising:

storing a plurality of advertisements in a database of advertisements associated with an advertising server;

coupling a plurality of geographically distributed displays, associated with a corresponding plurality of theatres, to said advertising server via a network, each of said geographically distributed

displays having an associated local storage unit that locally stores said selected ones of said advertisements; and

causing selected ones of said advertisements to be communicated from said advertising server via said network and displayed in said theatres on said plurality of displays.

9. (Original) The method as recited in Claim 8 wherein said plurality of displays include video projectors adapted to display advertisements on corresponding movie screens of said theatres.

10. (Original) The method as recited in Claim 8 wherein said plurality of displays include video monitors adapted to display advertisements in common areas of said theatres.

11. (Original) The method as recited in Claim 8 wherein said advertisements are selected from the group consisting of:

static,

picture-in-picture,

audio,

animation,

multi-segment, and

full-motion video clips.

12. (Canceled)

13. (Original) The method as recited in Claim 8 further comprising maintaining a distribution history for said selected ones of said advertisements.

14. (Original) The method as recited in Claim 8 further comprising allowing remote advertisers to provide new advertisements to said database.

15. (Currently Amended) A system for distributing and displaying advertising in theatres, comprising:

a computer network;

an advertising server having a database of advertisements and coupled to said computer network;

a plurality of geographically distributed displays, associated with a corresponding plurality of theatres and coupled to said computer network, each of said geographically distributed displays having an associated local storage unit that locally stores said selected ones of said advertisements;

and

an advertising controller, coupled to said computer network, that:

allows advertisers to provide advertisements to said database,

allows said advertisers to specify distribution of said advertisements among said theatres,

causes selected ones of said advertisements to be communicated from said advertising server via said network and displayed in said theatres on said plurality of displays, and

maintains a distribution history for said selected ones of said advertisements to allow said advertisers to be charged for said distribution.

16. (Original) The system as recited in Claim 15 wherein said plurality of displays include video projectors adapted to display advertisements on corresponding movie screens of said theatres.

17. (Original) The system as recited in Claim 15 wherein said plurality of displays include video monitors adapted to display advertisements in common areas of said theatres.

18. (Original) The system as recited in Claim 15 wherein said advertisements are selected from the group consisting of:

static,

picture-in-picture,

audio,

animation,

multi-segment, and

full-motion video clips.

19. (Canceled)

20. (Original) The system as recited in Claim 15 wherein said advertising controller causes said selected ones of said advertisements to be communicated from said advertising server based on:

time of day,

day of week,

season,

movie screen sizes in said theatres, and

ratings of motion pictures playing in said theatres.